

Young UN Women Australia Sydney Chapter 2012 Print & Social Media Team

The Young UN Women Australia Sydney Committee is a dynamic network of young women and men that aims to encourage the involvement of young women and men in women's development and security, build-up young women's leadership capabilities and contribute and support the work and priority areas of UN Women Australia.

We host a variety of exciting events throughout the year including careers seminars, leadership forums, and film screenings to raise awareness and funds for UN Women campaigns. We need your help with promoting our committee, events and initiatives through traditional and online media so that we can involve and engage more people!

This year, our committee has created a Print and Social Media Portfolio. Due to the diverse nature of media, we will be recruiting a small team of people with different skills and strengths. **Even if you do not have experience in both Print and Social Media, please apply. We aim to find team members who have specialist knowledge in either area, so knowledge of only one area will not discount you from being considered.**

Currently, Young UN Women Australia Sydney has a page on the UN Women Australia website, a Facebook page, a Twitter profile, and an Issuu account. Our committee is also preparing to start blogging though Tumblr, using articles from our Newsletter and other online material.

The Print and Social Media Team will work on:

- Developing engagement strategies for print media and specific social media platforms;
- Writing press releases;
- Building effective, sustainable and fruitful relationships with Sydney media;
- Sourcing material and writing blurbs for our social media platforms;
- Moderating and maintaining our social media platforms; and
- Analysing online analytics tools to make our social media strategy more effective.

This is an exciting opportunity to join our Young UN Women community in Sydney, alongside dynamic and inspiring young women and men, and work together to make a difference.

To Apply

To apply, please send the following documents to sydneyyouth@unwomen.org.au by **Friday 17th February**:

- A copy of the completed nomination form;
- A Resume.

If you have any further questions, please contact us at sydneyyouth@unwomen.org.au.

Print & Social Media Team Nomination Form

Name:

Email:

Address:

Contact Number:

DOB:

What is your past experience with Young UN Women Australia Sydney Chapter and/or within the NGO/ organisation sector?

What is your experience with working with or leading teams and volunteers?

If selected, are you able to serve in this position from February 2012 – November 2012?

Traditional Media

What is your experience working with traditional media?

What ideas do you have for how Young UN Women Sydney can effectively engage traditional forms of media?

As a community organisation, we are most interested in engaging and building positive relationships with small, Sydney-based media organisations and outlets

Social Media

List any of your public social media profiles:

This is to gauge your style and approach to distinct social media platforms, particularly Facebook, Twitter and/or Tumblr. This question is not mandatory.

What is your experience with social media, in either professional or personal capacities?

Please include social media platforms (especially Facebook, Twitter, Tumblr); tools to enhance the capabilities of our social media platforms (i.e. Feedburner, Disqus, Paper.li etc.); and analytics tools (i.e. Google Analytics, Facebook Insights, etc.).

What online resources do you use to follow news and find interesting articles, videos, and other online material?

What ideas do you have for how Young UN Women Sydney can effectively engage our followers through our social media platforms – Facebook, Twitter, and Tumblr?